

**FIRST 5 CALIFORNIA  
CHILDREN AND FAMILIES COMMISSION  
JANUARY 2005 COMMISSION MEETING**

**BURBANK, CA**

**January 26-27, 2005**

**HIGHLIGHTS / DRAFT MINUTES**

**Day One – Planning Session -- Wednesday, January 26, 2005**

• **Call to Order – Item 1**

Chairman Reiner called the meeting to order at 9:20 a.m. The following Commissioners were in attendance: Elizabeth Rice Grossman, Sandra Gutierrez, Lou Vismara, Alice Walker Duff, and Ex-Officio Commissioner, Health and Human Services Secretary Kim Belshé.

• **First 5 Review – Item 4**

The Commission viewed a video presentation on major First 5 programs of the last 5 years. Jane Henderson, Executive Director, noted that while the video focused on initiatives sponsored by the State Commission, much of the footage was from county programs where most of the initiatives are implemented. She thanked the county commissions for their role in the successes depicted in the video. Dr. Henderson noted that over the last 5 years the State Commission held 14 major press events, resulting in 250 newspaper stories. Television coverage from the events reached 20 million viewers, worth \$2.6 million in earned media.

The Commission was also presented with a compilation of TV ads produced during the past five years, which focused in three areas: smoking cessation and the prevention of prenatal exposure to tobacco smoke; parent and caregiver education on the importance of time spent with young children; and the importance of preschool for children and society. Roy Behr (GMMB), the Commission's media contractor, presented the compilation of TV ads.

• **Approval of the Annual Report – Item 5**

The Commission unanimously approved the 2003-04 Annual Report. Highlights from the report include:

- 61% of county investments were spent on providing family support, early care and education, and child health programs directly to children and families.
- 15% was spent on provider capacity building and support
- 12% was spent on systems change activities
- the remainder was spent on community strengthening and infrastructure investments

First 5 programs reached more than 15 million people through community outreach activities and 3.4 million with direct services.

- 468,896 children received health care services
- 479,259 children received oral health treatment, screening, or prevention services

- 132,770 parents and 29,963 other family members received tobacco cessation education and treatment
- 297,350 children were screened for developmental delays and other disabilities
- 114,076 children received services for their special needs

First 5 programs are reaching the children most at risk. Of those children who received intensive services:

- 77% were Latino
- 15% had disability or special needs
- 75% live in poverty
- 70% had not participated in early education programs
- Half the children spoke a primary language other than English

Within the school readiness program, close to 831,000 children and their family members received direct services and approximately 926,700 were reached through community outreach activities.

The Commission discussed the need to develop materials to bring the story of what First 5 has accomplished to the public, the business community, and others to attract greater support for these efforts. Commissioner Lou Vismara noted that the findings demonstrate that programs at the grassroots level are done well and are using money effectively, and suggested that, with 40% of the public perceiving education to be California's biggest problem, parent engagement is key to children's education.

Commissioner Renata Cooper, First 5 Los Angeles commended the work of the State Commission and the parental education ads, but noted that parents must also be made aware of the higher standards, established, in state and federal law, that kids are expected to meet upon entry to kindergarten. Parents would be a stronger force for preschool if they knew how much the bar has been raised.

**ACTION:** Chairman Reiner moved that the Commission approve the 2003-2004 Annual Report as presented. The motion was seconded by Commissioner Duff and was approved by a unanimous vote of the members present.

#### • **First 5 California Strategic Spending Plan – Item 6**

Joe Munso, Chief Deputy Director, presented the Commission's financial forecast through FY 2009/2010. Based on funding decisions made by the Commission to date, expenditures will be \$818.4 million out of \$905.8 million in available funds. Those expenditures will leverage another \$917.2 million on county First 5 and federal matching funds. Of State Commission funds:

- 57% support early childhood learning and education
- 8% support early childhood health
- 18% support parent and community education
- 7% support tobacco cessation
- 7% support organization effectiveness (evaluation and related activities)

Revenues are expected to decline at a steady rate over the next five years, with the \$87.4 million reserve projected to be depleted by FY 2010/2011, if funding commitments remain at their current level.

Commissioner Lou Vismara asked how the Commission can leverage more funds, including drawing down federal matching funds. Joe noted that he has already been in conversation with the Association about how best to do this, including possibly working with a contractor to examine all potential funds sources to ensure that the maximum amount is leveraged, using both state and local funds.

- **First 5 California Commissioner Priorities – Item 7**

Commissioner Alice Walker Duff noted that her priority is to ensure all First 5 work is done in a culturally appropriate way with full implementation of the Equity Principles. She emphasized the importance of closing the achievement gap and expressed special concern for African American children and others whose parents have experienced societal discrimination. Commissioner Duff noted her hope that the Commission will continue to focus on diversity and inclusion so that children can grow up in a truly multi-cultural, integrated society.

Commissioner Lou Vismara spoke in favor of continued focus on children with special needs, not only to maximize their development and prevent their stigmatization, but to benefit all children. Dr. Vismara noted that because the development needs of children exist on a continuum, all children can benefit from the lessons learned from work with those with special needs.

Ex-Officio Commissioner, Health and Human Services Secretary Kim Belshé indicated her strong support for the Commission's partnership with the Governor on a childhood obesity campaign and said she hopes the Commission will also take the opportunity to increase immunization rates of young children by supporting a statewide integrated immunization registry. Commissioner Belshé noted that she believes California is poised to establish a strong system and a one-time 3-year infrastructure investment by the Commission to integrate the existing nine regional systems and the Kaiser system will make a big difference. *(See Item 12 for additional information on the Childhood Obesity and Statewide Immunization Registry proposals.)*

- **First 5 Association of California Priorities – Item 8**

Sherry Novick, Executive Director, First 5 Association of California, presented the Association's priorities to the State Commission. She noted continued collaboration between the Association and the State Commission, including:

- Joint work on Prop 10-related bills before the Legislature
- Efforts underway to improve the statewide evaluation program
- Efforts underway to identify best practices in fiscal management and develop a corresponding training curriculum
- Collaboration in developing the statewide partnership program, which will replace the CBO program
- Continued support for small population counties

- Attention to the effect of the statewide ad campaign on local commissions, including their potential to support local efforts. The Association specifically requested consideration of ads that address health care access and preventive care, areas in which nearly every county commission is involved.

The Association also indicated overall support for funding proposals under consideration by the State Commission: obesity prevention campaign, CHIS, paid family leave awareness campaign, immunization registry, CARES, PFA criteria and PFA TA, and the Kit for New Parents modifications.

- **Continued Funding of CARES Workforce Development Project – Item 9**

The Commission approved the matching funds for the First 5 CARES project for up to \$30 million for an additional three and one-half years (July 1, 2005 – January 31, 2009). This funding will provide for matching funds to First 5 county commissions for local CARES programs that meet First 5 criteria; continuation of funding to the Child Development Training Consortium for Child Development Permit support and training and technical assistance on Permits and CARES; and funding for database support and program evaluation.

**ACTION:** Commissioner Gutierrez move that the State Commission approve up to \$30 million for the First 5 CARES (Comprehensive Approaches to Raising Educational Standards) project for the period July 1, 2005 through January 31, 2009. This funding will provide for matching funds to First 5 county commissions for local CARES programs that meet First 5 criteria; continuation of funding to the Child Development Training Consortium for permit support and training on permits and CARES; and funding for database support and program evaluation. The motion was seconded by Commissioner Duff and was approved by a unanimous vote of the members present.

- **Closed Session – Item 10**

The Commission appointed Joe Munso to serve as Interim Executive Director until a new executive director is appointed. Jane Henderson announced her retirement as of March 5, 2005.

- **Process for Selection of New Executive Director – Item 11**

Chairman Reiner announced plans to post the opening for a new Executive Director on the Commission's website and plans to move forward as rapidly as possible to hire a permanent replacement for Jane. Chairman Reiner and Commissioner Sandra Gutierrez will serve on the selection committee to review applications and interview the finalists, with the Commission possibly voting as soon as March on the recommended candidate.

- **Potential New Opportunities – Item 12**

**Statewide Integration of Immunization Registries** – The State Commission reviewed and discussed the Statewide Integration of Immunization Registries proposal submitted by the California Department of Health Services (DHS). This project would fully integrate California's nine regional immunization registries so that immunization records of children may be shared through a secured electronic system across county lines. This request is for \$5 million over approximately three years (2005-2008). Commissioners raised a number of questions about the proposal and requested that the First 5 California staff continue to work with DHS in further clarifying the proposal for consideration at the March or May 2005 meeting.

**Paid Family Leave Collaborative** – Staff presented a proposal requesting approval of \$150,000 a year for three years from the Paid Family Leave Collaborative to partner with the Collaborative in their Public Education and Outreach Campaign to raise awareness about the New Paid Family Leave Law. The Paid Family Leave Law allows most California workers to take six weeks off work with partial pay to bond with a newborn, adopted or foster child or to care for a seriously ill family member.

Commissioners asked staff to return Thursday, January 27 with additional information about the project. *See Item 7 on January 27 for more information.*

**California Health Interview Survey (CHIS)** – The Commission approved up to \$1 million from existing research funds to support the 2005 CHIS. This was an Association recommendation presented to the Commission last year.

With the State Commission funds, CHIS will over-sample families with 0-5 year olds and ask additional questions of use to the Commission. The Commissioners noted the need for a favorable rate for rural counties that wish to pay for over-sampling to make the survey useful to them. (Though noted, this was not included in the proposal that was adopted.)

State staff has recommended additional questions to be added to the survey concerning awareness of the First 5 media campaign, the importance of preschool, and the receipt and usefulness of the Kit for New Parents. The Association's Evaluation Committee Chair, Ellen Vieira (Plumas County) requested that any additional questions address data needs related to statewide evaluation, as determined by the Evaluation Workgroup currently meeting. She and other Association members were asked to work with state staff on the questions.

**ACTION:** Chairman Reiner moved that the Commission approve up to \$1 million from First 5's existing research agenda funds to support the 2005 CHIS. The motion was seconded by Commissioner Duff and was approved by a unanimous vote of the members present.

**Childhood Obesity Initiative** – Ex Officio Commissioner, Health and Human Services Secretary Kim Belshé, presented a proposal to redirect a portion of the Commission’s media resources to support the Governor’s childhood obesity campaign. The Governor included funding in his proposed budget to launch this effort. The Department of Health Services will be doing a social marketing campaign for an adult audience; she proposed to partner with First 5 on a social marketing campaign directed at parents of young children. Secretary Belshé said that after tobacco use, obesity is the largest public health issue facing the state and quoted the State Public Health Director as saying that California has gained 360 million pounds in the last 10 years.

- 53% of adults are overweight
- One-third of all school children are overweight
- 18% of preschoolers are overweight

Chairman Reiner announced that, independent of this proposal, Parents Action for Children (formerly I Am Your Child) decided to produce a video on childhood nutrition and physical activity and hopes that it will be narrated by Maria Shriver, who worked on previous videos with the I Am Your Child Foundation and who narrates the Child Care Video in the First 5 Kit for New Parents.

Commissioner Sandra Gutierrez said that along with the paid media campaign, it would be helpful to reach out to neighborhoods through the school readiness programs. Joe Munso said this might also be an area for the statewide partnership outreach program, which will be part of the new PR contract.

Mike Ruane, President, First 5 Association of California, said this would be a good use of media resources and will support local work, including budding partnerships with the AAP and Boys and Girls Clubs.

Pat Wheatley, Executive Director, First 5 Santa Barbara, urged the Commission to integrate this strategy with other initiatives to prevent creation of a silo program and make the natural link between nutrition and other aspects of childhood development.

Francine Rodd of First 5 Monterey noted the connection between this issue and local community planning because many low-income neighborhoods lack access to grocery stores and safe outdoor play areas.

Secretary Belshé suggested that Dr. Richard Jackson, California’s public health officer, from Department of Health Services could provide the Commission with more information on this issue at a future meeting.

**ACTION:** Chairman Reiner moved that the Commission approve up to \$4 million of existing media funds, to be matched 2:1 by approximately \$8 million in federal funds, and directed staff to begin planning the campaign with the Governor’s Office and the Commission’s media contractor. The motion was seconded by Commissioner Grossman and was approved by a unanimous vote of the members present.

- **Wrap-up of Planning Session and Summary of Next Steps – Item 13**

One proposal discussed on January 26 was to be brought back on January 27 for further consideration: Paid Family Leave.

- **Adjournment of Day One – Item 14**

The meeting concluded with a tribute to retiring First 5 California Executive Director Jane Henderson.

Chairman Reiner adjourned the meeting in memory of Carolyn Wylie, Executive Director of First 5 Riverside County, who passed away in November.

### **Day Two – Regular Business -- Thursday, January 27, 2005**

- **Call to Order – Item 1**

Chairman Reiner called the meeting to order at 9:05 a.m. The following Commissioners were in attendance: Elizabeth Rice Grossman, Sandra Gutierrez, Lou Vismara, and Alice Walker Duff.

- **Approval of Minutes – October 21, 2004 – Item 3**

**ACTION:** Chairman Reiner moved the Commission approve the minutes of the October 21, 2004 Commission meeting. The motion was seconded by Commissioner Lou Vismara and was approved by a unanimous vote of the members present.

- **Chairman's Report – Item 4**

Chairman Reiner reminded Commissioners and the audience of the April 27-29 Statewide First 5 Conference at the Renaissance Hollywood Hotel and encouraged all to save the date.

Chairman Reiner also highlighted media activities over the past few months:

- The latest round of TV, radio, and print ads, which began in mid-November and will end January 31, covered the individual and societal benefits of preschool, the importance of parental involvement, and the consequences of tobacco use.
- First 5 California joined with the California Smokers' Helpline, WIC, and the March of Dimes to publicize a statewide program to raise awareness about the risks of prematurity associated with smoking during pregnancy.
- Chairman Reiner and Jane Henderson participated in a satellite media tour to discuss the findings of the High/Scope Perry Preschool study that showed the benefits of quality preschool through a 40-year longitudinal study.
- In early January pre-recorded radio news releases and pre-written articles were released to radio stations and weekly community newspapers across the state promoting the benefits of preschool.

- TV segments produced for Univision featured Commissioner Eliseo Medina on prenatal care and gestational diabetes and Elisa Bupara, Deputy Director of Communications, First 5 California, on the importance of reading with young children.

- **Executive Director's Report – Item 5**

Jane Henderson, Executive Director, First 5 California, provided an update on the following issues:

- County Commissions selected to participate in the Special Needs Project include El Dorado, Mendocino, Merced, Monterey, Riverside, San Diego, San Francisco, Sonoma, Orange, and Los Angeles.
- In December 2004, the First 5 Oral Health Education and Training Project launched training programs targeted to medical and dental providers. Trainings will be offered in conjunction with local dental societies, community health clinics, WIC agencies, county commissions, and others. Dr. Henderson thanked the County Commission representatives on the Oversight Committee (Laura Roberts (Lassen), Brooke Frost (Tulare), Jennie Tasheff (Sonoma), Tom Perdue (Glenn), Deb Coulter (Sutter), and Kim Frank (San Diego).
- The state diversity contract was awarded to a collaborative including California Tomorrow, the Interaction Institute for Social Change, and Consulting by Design. Alan Watahara is working as a core member of the group. The collaborative will assist with implementation of the Equity Principles and will work closely with the Association and county commissions. They will also play a role at the April statewide conference.
- Joe Munso reported on the progress of the Financial Management Leadership Committee, composed primarily of county and state commission fiscal staff, which is assisting the Government Finance Officers Association to develop model policies and training curriculum. The products of this process will be used in the further development of the Proposition 10 fiscal accountability legislation and as the basis of a full-day training session at the Pre-conference Institute.
- Joe Munso also reported on the progress of the Evaluation Workgroup, which is reviewing the current statewide evaluation framework, including the respective needs and roles of the state and local commissions. This group is expected to report its findings by May. Chairman Reiner noted the importance of data to tell a cohesive story of what First 5 has accomplished, which he views as the only way to support First 5 programs in the long run.
- Joe Munso also reported that the Ad Hoc Prop. 10 Working group, which was convened to review changes in statute related to Prop. 10, met once and will meet again to review the provisions of AB 109 (Chan), which has been introduced this year to increase State and County Commission accountability. They will also be brought into the evaluation discussion since Assemblywoman Chan is interested in including language in her bill to strengthen data reporting requirements.



- **First 5 Association of California Report – Item 6**

Sherry Novick, Executive Director, First 5 Association of California, provided the Commission with an update on recent activities of the Association.

- The Commission was invited to view the Association's new website, increasingly used as virtual coordinator of First 5 related training activities throughout the state.
- The TA Committee is planning a statewide distance learning project to explore and develop the capacity necessary for successful distance learning, which will become more important in future years as funding diminishes.
- The Association is leading planning efforts for the state conference and invites Commission involvement. The conference will include mini-institutes on major state initiatives and keynote speakers on early literacy and dual language learning, early social-emotional development, and working with diverse communities. Workshops will address a variety of issues, including implementation of Prop. 63.
- The Association is working the partner organizations to track proposals from the California Performance Review that will affect young children and families.
- The Association elected a new slate of officers, which Michael Ruane, Executive Director of First 5 Orange County, will lead as President.

- **Consideration of Current Investments and Potential New Opportunities – Item 7**

**Paid Family Leave Collaborative** – The Commission approved the Paid Family Leave Collaborative's request for \$150,000 annually over three years for a public education and outreach campaign to raise awareness about the Paid Family Leave Law.

The Commission asked the Collaborative to return and present to the State Commission at its March 17 meeting, a plan that would encompass more activities and a paid media campaign component to the Paid Family Leave Collaborative's Public Education and Outreach Campaign focusing on the benefits of parent/child bonding. The Collaborative will work with State Commission staff to develop a larger proposal. The Commission also asked the Collaborative to include in the proposal, funding for targeted grassroots local and statewide organizations to conduct outreach to their constituents on Paid Family Leave.

The Paid Family Leave Collaborative will be responsible for:

- Developing curriculum, training materials and providing 20 trainings to leaders, advocates and staff a year
- Conducting presentations to conferences, organizations, unions
- Conducting multilingual trainings for community based organizations, legal services organizations and other nonprofit groups
- Outreach to organizations serving communities such as low-income, non-native English speakers, communities of color
- Technical assistance to nonprofits, especially those serving hard-to-reach populations
- Outreach to intermediary groups such as social workers, teachers, doctors, nurses, homecare workers, church leaders
- Providing a Hotline for legal questions and problems
- Developing and printing in-depth fact sheets; brochures and other multilingual materials.

**ACTION:** Chairman Reiner moved that the Commission approve \$150,000 a year over three years for the Paid Family Leave Collaborative’s Public Education and Outreach Campaign. Commissioner Gutierrez seconded the motion. The motion was approved by a unanimous vote of the members present.

#### • **Preschool for All (PFA) Demonstration Project Criteria – Item 8**

The Commission reviewed and approved criteria for the First 5 PFA Demonstration Projects. The First 5 PFA Demonstration Project criteria will provide a common framework for quality standards, financial and policy commitments, and support for connections to California’s public education system. These criteria provide the basis for First 5 County Commission PFA Demonstration Project plans and applications, and for the technical assistance provided by First 5 San Mateo and AIR.

The First 5 County Commissions and local partners participated in the development of the PFA criteria through the First 5 PFA process and through the AB712/AB56 process last year. They support the criteria and are making progress with planning and implementing the PFA criteria. First 5 County Commission teams from Merced, Ventura, and San Francisco presented updates regarding preliminary progress and partnerships in areas such as workforce development, quality standards for new and enhanced preschool spaces, diverse provider system, and outreach strategies to ensure parent involvement and the participation of children with diverse languages and cultures and children with special needs.

#### Timeline:

January 2005	First 5 California approval of PFA Criteria
April 2004 - July 2005	Counties develop PFA Plans
July 2005	PFA Demonstration Projects applications due
October 2005	PFA Demonstration Projects applications approved
November 2005- 2011	Implementation and evaluation of PFA Demonstration Projects

The Preschool for All (PFA) Initiative was first approved at the July 2003 First 5 California meeting when \$100 million was allocated over the next seven years to fund PFA Demonstration Projects (\$90 million) and quality improvements (\$10 million). In March and July 2004, First 5 California supported the PFA planning process by approving PFA Planning Projects (\$50,000 each) that met ‘threshold criteria.’ Also in July 2004, First 5 California approved technical assistance for the PFA Planning Projects.

**ACTION:** Commissioner Duff moved that the Commission approve the First 5 Preschool for All Demonstration Project criteria that will be incorporated into the application process using the updated timeline. The motion was seconded by Commissioner Gutierrez and was approved by a unanimous vote of the members present.

- **Preschool for All (PFA) Technical Assistance – Item 9**

The Commission approved a proposal for a second phase of technical assistance for County Commissions and local partners on local planning for Preschool for All (PFA), presented by San Mateo First 5 County Commission and the American Institutes for Research (AIR). Interest in local development to phase in PFA continues to grow among First 5 County Commissions in California. Beginning with leaders such as First 5 Los Angeles and First 5 San Mateo County, followed by the eleven County Commissions with First 5 California PFA Planning Grants, support is now building in many other local commissions across the state. AIR and First 5 San Mateo County Commission will coordinate technical assistance on PFA for approximately 25 additional First 5 County Commissions and their partners. The PFA Technical Assistance Project – Phase 2 will receive up to \$350,000 for March 2005 through May 2006.

**ACTION:** Commissioner Duff moved that the Commission approve the project for “Technical Assistance for County Commission Preschool for All (PFA)- Phase 2” for up to \$350,000 to be allocated to the First 5 San Mateo County Commission for March 2005 through May 2006. The motion was seconded by Commissioner Vismara and was approved by a unanimous vote of the members present.

**Preschool for All (PFA) Workforce Development – Item 10**

- Even though last year the Governor vetoed a bill to establish the committee, state staff have been discussing the issue with his office and are optimistic that his representatives will participate. Other participants in the 12-15 person committee will include early care and education experts and representatives of the higher education community.
- Two subcommittees are envisioned, one focused on education content, such as teacher competencies, certification requirements, and ongoing professional development, and one focused on modification of the higher education structure necessary to implement the new training and education requirements. The first committee meeting will likely be in March.

**ACTION:** Commissioner Grossman moved that the Commission approve up to \$400,000 over a 12-18 month period to fund a Early Education Workforce Development Blue Ribbon Committee, which will be convened to create a plan to educate and support a culturally and linguistically diverse preschool workforce for California. The motion was seconded by Commissioner Gutierrez and was approved by a unanimous vote of the members present.

- **Legislative Item – Item 11**

The Commission appointed Commissioner Lou Vismara to replace former Commissioner Margaret Taylor on its legislative subcommittee, which also includes Chairman Reiner. The Commission also expanded its bill screening criteria to include First 5 California's active engagement on bills that impact early brain development.

The Commission reviewed the provisions of AB 109 (Chan), which would increase State and County Commission accountability, and agreed to serve as sponsor of the bill. Mike Ruane, Executive Director, First 5 Orange County, noted that the Association has been discussing the local impact of the bill and ways to make it as workable and cost efficient as possible. Joe Munso reinforced the need to work with the counties to avoid unintended effects of the bill and said he hopes the bill will be in its complete form by the March Commission meeting.

The Commission took no position on SB 34 and SB 35, both by Senator Florez. Commissioners noted their discomfort with the changes in the relationship between local commissions and the County Board of Supervisors proposed in SB 34.

**ACTION:** Chairman Reiner moved 1) that the Commission sponsor AB 109 (Chan); 2) that the Commission's legislative screening criteria be expanded to include bills that impact early brain development; and 3) that Commissioner Vismara serve with Chairman Reiner on the Commission's Legislative Subcommittee. The motion was seconded by Commissioner Gutierrez and was approved by a unanimous vote of the members present.

### **Authorization of Changes to the Kit for New Parents – Item 12**

The Commission approved changes to the English, Spanish, and Asian kits to include:

- A smaller box.
- Development of DVDs instead of video tapes, using the current topics with additional menus. (The Asian videos will be produced in an "ages and stages" format since they have to be entirely re-shot.)
- Re-working the 8 separate information pamphlets into a single booklet.
- Creation of a bilingual Parents Guide organized by ages and stages.

Commissioner Reiner noted the tremendous expense of eventually re-shooting the English and Spanish videos in an ages and stages format. Commissioner Walker Duff said she would like the Commission to consider using the savings from producing DVDs instead of videos to go toward making this change.

Jane Henderson reminded the Commission that the evaluation of the Kit in its current state is very high, so even if changes are desired, there is no urgency in making them all now.

Mike Ruane, President of the County Association and Executive Director of First 5 Orange County, noted the popularity of the Kits within the hospital community and reminded the Commission of the importance of maintaining room for local additions, such as What to Do When Your Child Gets Sick, which helps to prevent unnecessary emergency room visits. Mike suggested that this book would be a good addition to all Kits.

Representatives of Child Development Media, Inc., the Los Angeles Kit distribution contractor, emphasized the need to train Kit providers, which makes a large difference in the rate at which families actually use the Kit.

**ACTION:** Chairman Reiner moved that the Commission approve the following changes for the English, Spanish, and Asian Kits:

- 1) Use of a smaller box and full-color artwork similar to the mock-up shown at the July 2004 and January 2005 meetings;
- 2) Up to \$130,000 for the adaptation of a single booklet (rather than separate information pamphlets) from English to Spanish for use in Spanish Kits. The single booklet is already being created in English for adaptation into Asian languages under the terms of the Kit adaptation contract;
- 3) Creation of bilingual Parents Guides in all languages (paired with English) and organized by ages and stages; and
- 4) Development of a DVD in English and Spanish by topic (straight transfer of existing VHS videos with some menuing) and development of a DVD in Asian languages in “ages and stages” format (already part of the Kit adaptation contract for Asian languages).

Note: Costs for these format and design changes (other than the \$130,000 noted above for development of the single booklet in Spanish) are covered in the previously approved budgets for Kit production and adaptation.

The motion was seconded by Commissioner Gutierrez and was approved by a unanimous vote of the members present.

• **Adjournment of Day Two– Item 13**

Chairman Reiner adjourned the meeting at 2:10 p.m. The next Commission meeting will be March 17, 2005 in Sacramento.